

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently amended) A data transmission method comprising:

broadcasting, from a transmitter to a viewer apparatus, television content data, command data, and complementary data;

receiving the television content data, the command data, and the complementary data at the viewer apparatus;

outputting an operation signal based on an operation performed by a viewer at the viewer apparatus;

at the viewer apparatus, processing software stored in a data storage medium at the viewer apparatus based on the operation signal to generate first output content data, without requiring any transmission to the transmitter;

~~processing incorporating the complementary data into~~ the first output content data, ~~based on~~ according to commands of the command data ~~and based on the complementary data,~~ to generate second output content data; and

outputting the second output content data to a monitor.

2-3. (Cancelled)

4. (Previously presented) A data transmission method according to claim 1, further comprising, at the viewer apparatus, combining the first output content data with the television content data to generate the second output content data.

5. (Previously presented) A data transmission method according to claim 1, wherein the first output content data at the viewer apparatus comprises data that describes a game character, and

further comprising, at the viewer apparatus, replacing video data of a predetermined object contained in the television content data with the data describing the game character to generate the second output content data.

6. (Previously presented) A data transmission method according to claim 1, wherein one or both of the television content data and the complementary data comprise advertisement data, and

further comprising, at the viewer apparatus, combining the first output content data with the advertisement data to generate the second output content data.

7. (Previously presented) A data transmission method according to claim 1, wherein one or both of the television content data and the complementary data comprise a plurality of advertisement data, and further comprising selectively combining one or more of the plurality of advertisement data with the first output content data to generate the second output content data.

8. (Previously presented) A data transmission method according to claim 1, further comprising:

transmitting feedback data from the viewer apparatus to the transmitter; and

at the transmitter, updating the television content data for broadcast based on the feedback data.

9. (Previously presented) A data transmission method according to claim 1, further comprising receiving additional command data at the viewer apparatus, and wherein

processing the software stored in the storage medium comprises processing the software based on the additional command data.

10. (Currently amended) A data transmission system having a transmitter for broadcasting data and a plurality of viewer apparatuses for receiving the data, wherein

the transmitter broadcasts television content data, command data, and complementary data, and

each viewer apparatus of the viewer apparatuses comprises:

a receiving means for receiving the television content data, the command data, and the complementary data;

an operating means for a viewer to perform an operation and to output an operation signal based on the operation;

a first signal processing means for processing software stored in a data storage medium based on the operation signal to generate first output content data, without requiring any transmission to the transmitter;

a second signal processing means for processing incorporating the complementary data into the first output content data, ~~based on~~ according to commands of the command data and based on the complementary data, to generate second output content data; and

an outputting means for outputting the second output content data to a monitor.

11. (Cancelled)

12. (Previously presented) A data transmission system according to claim 10, wherein each of the viewer apparatuses further comprises a transmitting means for transmitting feedback data to the transmitter, and wherein the transmitter is adapted to prepare at least one of the television content data, the command data, and the complementary data for broadcast based on the feedback data.

13. (Previously presented) A data transmission system according to claim 10, wherein the first output content data comprises data that describes a game character, and wherein the second signal processing means of each of the viewer apparatuses is adapted to replace video data of a predetermined object contained in the

television content data with the data describing the game character to generate the second output content data.

14. (Currently amended) A data transmission system according to claim 10, wherein one or both of the television content data and the complementary data comprise advertisement data, and wherein the second signal processing means of each of the viewer apparatuses apparatuses is adapted to combine the first output content data and the advertisement data to generate the second output content data.

15. (Previously presented) A data transmission system according to claim 10, wherein one or both of the television content data and the complementary data comprise a plurality of advertisement data, and wherein the second signal processing means of the viewer apparatus is adapted to selectively combine the first output content data with one or more of the plurality of advertisement data to generate the second output content data.

16. (Currently amended) A data transmission system having a transmitter for broadcasting data and a plurality of viewer apparatuses for receiving the data, wherein

the transmitter broadcasts television content data, command data, and complementary data, the complementary data comprising video data, and
each viewer apparatus of the viewer apparatuses comprises:

a receiving means for receiving the television content data, the command data, and the complementary data;

a signal processing means for processing software stored in a removable recording medium and based on an operation of a viewer to generate processed television content data that comprises video data;

a signal combining means for ~~combining~~ incorporating the video data of the complementary data ~~with~~ into a predetermined region of the video data of the processed television content data, ~~based on~~ according to commands of the command data, to generate output content data that comprises video data; and

an outputting means for outputting the output content data to a monitor.

17. (Currently amended) A data transmission system according to claim 16, wherein the complementary data comprises advertisement data, and

wherein the signal combining means of each of the viewer ~~apparatus~~ apparatuses is adapted to combine the advertisement with a predetermined region of the video data of the processed television content data to generate the output content data comprising the video data.

18. (Previously presented) A data transmission system according to claim 17, wherein the complementary data comprises advertisement data, and wherein the signal combining means of each of the viewer apparatuses is adapted to selectively combine the advertisement data with the processed television content data to generate the output content data.

19. (Currently amended) An information processing method comprising:

generating, at a transmitter, television content data, command data, and complementary data, and broadcasting the television content data, the command data, and the complementary data to a viewer apparatus;

receiving, at the viewer apparatus, the television content data, the command data, and the complementary data;

processing software stored in a data storage medium at the viewer apparatus based on an operation performed by a viewer to generate first output content data, without requiring any transmission to the transmitter;

~~processing~~ incorporating the complementary data into the first output content data, ~~based on~~ according to commands of the command data ~~and based on the complementary data~~, to generate second output content data;

outputting the second output content data to a monitor;

transmitting at least one of the first output content data and the second output content data from the viewer apparatus to the transmitter as feedback data; and

at the transmitter, processing the feedback data to update the television content data for broadcast.

20. (Currently amended) An information processing system comprising a transmitter for broadcasting data and a plurality of viewer apparatuses for receiving the data,

the transmitter comprising:

a data generating means for generating television content data, command data, and complementary data,

a first transmitting means for broadcasting the television content data, the command data, and the complementary data to the viewer apparatuses, and

an information processing means for processing feedback data received from the viewer apparatuses to output a processing result,

wherein the content data creating means generates the television content data to be broadcasted based on the processing result,

and each viewer apparatus of the plurality of viewer apparatuses comprising:

a receiving means for receiving the television content data, the command data, and the complementary data,

a first signal processing means for processing software stored in a data storage medium based on an operation performed by a viewer to generate first output content data, without requiring any transmission to the transmitter,

a second signal processing means for processing incorporating the complementary data into the first output content data, ~~based on~~ according to commands of the command data and based on the complementary data, to generate second output content data,

an outputting means for outputting the second output content data to a monitor, and

a second transmitting means for transmitting at least one of the first output content data and the second output content data to the transmitter as the feedback data.

21. (Cancelled)

22. (Currently amended) A data transmitter for transmitting data to a plurality of viewer apparatuses, each of the viewer apparatuses being adapted to

(i) process software stored in a data storage medium, based on an operation performed by a viewer and based on command data, to generate first output content data, without requiring any transmission to the data transmitter,

(ii) ~~process~~ incorporate complementary data into the first output content data, ~~based on~~ according to commands of the command data ~~and based on complementary data,~~ to generate second output content data, and

(iii) output the second output content data to a monitor,

the data transmitter comprising:

a data generating means for generating television content data, the command data to control the generation of the first output content data and to control the generation of the second output content data, and the complementary data; and

a broadcasting means for broadcasting the television content data, the command data, and the complementary data to the plurality of viewer apparatuses.

23. (Previously presented) A data transmitter according to claim 22, further comprising:

a receiving means for receiving feedback data transmitted from the plurality of viewer apparatuses; and

a computer means for collecting the feedback data transmitted from the plurality of viewer apparatuses and performing a predetermined computation to generate a result,

wherein the data generating means is adapted to generate data based on the feedback data or the result of the predetermined computation.

24. (Previously presented) A data transmitter according to claim 22, wherein the data generating means is adapted to generate the television content data to comprise video data and is adapted to generate the command data to comprise information for replacing a predetermined object in the video data with another object.

25. (Previously presented) A data transmitter according to claim 22, wherein the data generating means is adapted to generate one or both of said the television content data and the complementary data to comprise advertisement data that includes video data.

26. (Currently amended) A signal processor for receiving data from a transmitter, the signal processor comprising:

a receiving means for receiving television content data, command data, and complementary data from a transmitter;

a first signal processing means for processing software stored in a data storage medium based on an operation of a viewer to generate first output content data, without requiring any transmission to the transmitter;

a second signal processing means for ~~processing~~ incorporating the complementary data into the first output content data, based on according to commands of the command data and based on the complementary data, to generate second output content data; and

an outputting means for outputting the second output content data to a monitor.

27. (Previously presented) A signal processor according to claim 26, wherein the first signal processing means is adapted to control the processing of the software based on the command data.

28. (Previously presented) A signal processor according to claim 26, wherein the second signal processing means is adapted to combine video data of the first output content data with a predetermined region of video data of the television content data to generate the second output content data.

29. (Previously presented) A signal processor according to claim 28, wherein the first output content data comprises data that describes a game character, and wherein the second signal processing means is adapted to replace video data of a predetermined object contained in the television content data with the data describing the game character to generate the second output content data.

30. (Previously presented) A signal processor as set forth in claim 26, wherein the second signal processing means is adapted to combine video data of the

television content data with a predetermined region of video data of the first output content data to generate the second output content data.

31. (Previously presented) A signal processor according to claim 26, wherein the second signal processing means is adapted to combine the first output content data with advertisement data contained in the television content data to generate the second output content data.

32. (Previously presented) A signal processor according to claim 31, wherein the second signal processing means is adapted to selectively combine one or more of a plurality of advertisement data contained in the television content data with the first output content data to generate the second output content data.

33. (Previously presented) A signal processor according to claim 26, further comprising a transmitting means for transmitting feedback data to the transmitter.

34-39. (Cancelled)